



# STAR Housing

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## Tenant Satisfaction Measures – Summary of Approach 2024/25

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## Introduction



The Tenant Satisfaction Measures (TSM) Standard mandates that all registered providers develop and report TSMs in accordance with the guidelines set by the regulator. As part of this requirement, it is necessary for STAR Housing to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details STAR Housing's methodology and outlines the criteria specified in the Regulator of Social Housing's publication, Tenant Satisfaction Measures Return.

The Tenant Satisfaction Measures (TSM) Standard requires all registered providers to conduct tenant perception surveys and report performance annually as specified by the RSH. TSMs are intended to make landlords' performance more visible to tenants so that tenants can hold their landlord to account. TSMs consist of 22 measures: 10 providing management information from data held by the landlord and 12 satisfaction measures gathered from tenant surveys. In addition to overall satisfaction with landlord services, the measures cover five key themes:

- ▶ Keeping properties in good repair
- ▶ Maintaining building safety
- ▶ Respectful and helpful engagement
- ▶ Responsible neighbourhood management
- ▶ Effective handling of complaints

Providers must publish a summary of the survey approach used to generate published tenant perception measures. This must be made clearly available alongside each set of tenant perception measures published by the provider.

## Summary of Achieved Sample & Sample Method



STAR Housing works with Acuity Research & Practice Ltd, an accredited organisation that is dedicated to providing research services in the social housing sector. We use survey information to understand how our tenants feel about their homes and services and how we can improve. Acuity was commissioned for collecting, generating and validating reported perception measures.

In 2024/25, STAR Housing completed TSM surveys with a sample of residents. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met. STAR Housing must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2024/25, STAR Housing completed 523 TSM surveys. STAR Housing have 3982 properties which means that a statistical accuracy level of +/- 4.0% was achieved, which is the level of accuracy required.

No tenant was removed from the sample frame.

STAR Housing incentivise the survey with 3 vouchers worth £100, £50, and £20.

## Timing of Survey



STAR Housing carried out a total of 543 surveys, this is made of 523 completed surveys and 20 incomplete surveys. These surveys were conducted between 23/05/2024 and 27/01/2025.

## Collection Method(s)



The TSM Surveys were completed via telephone. The rationale for using a telephone approach is:

- ✓ **Accessibility and Inclusivity:** Ensuring accessibility for all tenants, which aligns with our goal of reaching a broad and representative sample.
- ✓ **Engagement and Data Quality:** Direct interaction over the phone tends to enhance engagement, allowing participants to ask clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
- ✓ **Response Rates:** Historically, telephone surveys have yielded higher response rates than other methods within this tenant demographic, maximising the robustness of our data and ensuring the results truly reflect the tenant base. This also allows STAR Housing to be reactive to flags and alerts, which improves tenant recovery.
- ✓ **Reliability and Consistency:** Maintaining consistency with previous years' methodologies allows for more reliable trend analysis. It also enables richer information to be gathered. A telephone-based approach further helps ensure the comparability of responses across survey years, supporting more insightful year-over-year analyses.
- ✓ **Independence:** Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation.

## Sample Method



The survey used a sample approach. Acuity contacted a random selection of current tenants from General Needs and Independent Living properties to participate in a telephone survey based on quotas set on housing needs, patch, age, and ethnicity. The survey was carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with STAR Housing, who then manage a follow up and review process which includes both responding to feedback as necessary, and analysing the feedback, to understand how we can improve.

## Representativeness



Representative checks were carried out to ensure that the survey was representative of the tenant population as a whole. The characteristics by which representativeness was determined were:

Housing Need, Age, Patch, and Ethnicity.

### Housing Need

General Needs

Independent Living

Population	Sample
91%	92%
7%	8%

### Patch

1

2

3

PATCHA

PATCHB

PATCHC

\*

Population	Sample
19%	20%
19%	19%
15%	15%
17%	16%
13%	14%
14%	15%
2%	1%

### Age Group

0 - 24

25 - 34

35 - 44

45 - 54

55 - 59

60 - 64

65 - 74

75 - 84

85 +

Unknown

Population	Sample
2%	1%
11%	9%
15%	13%
15%	15%
9%	10%
9%	10%
17%	18%
15%	18%
7%	6%
0%	0%

## Ethnicity

WB  
NS  
WEASTE  
REF  
WI  
AABB  
MO  
AABO  
BBBO  
MWBC  
AABI  
BBBC  
COEG  
WGYP  
WTRAV  
UNKNOWN

Population	Sample
70%	80%
16%	17%
2%	2%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
0%	0%
11%	0%

## Property Type

HOUSE  
BUNGALOW  
FLAT  
MAISON  
BEDSIT  
SEMIDET  
MIDTERR  
ENDTERR  
DETA

Population	Sample
49%	44%
28%	34%
19%	18%
2%	2%
1%	1%
1%	0%
0%	0%
0%	1%
0%	0%

## Length of Tenancy

- A. < 1 year
- B. 1 - 3 years
- C. 4 - 5 years
- D. 6 - 10 years
- E. 11 - 20 years
- F. Over 20 years

Population	Sample
9%	4%
21%	22%
9%	11%
20%	22%
19%	20%
22%	20%

## Gender

- Female
- Male
- Unknown

Population	Sample
61%	59%
36%	41%
2%	0%

## Access Group

- BN
- OS
- BNSP
- OSSP
- TA
- SH
- TAL
- YP

Population	Sample
49%	50%
39%	41%
4%	4%
4%	4%
2%	1%
1%	0%
0%	0%
0%	0%

## Questionnaire & Introductory Text



Here is the introductory text and question set used for STAR Housing's TSM surveys.



Hello is that [Respondent Name],

My name is [Interviewer Name] and I'm calling on behalf of [Organisation Name] from an independent research agency called Acuity. We are carrying out short satisfaction surveys with [description] to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare [Survey Length] minutes to go through the survey with me now? IF NO ASK; can I call back at another time?

**No appointments after [Project End Date]**

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by [Organisation Name] and reported back to the Regulator of Social Housing.

If the customer would like to verify the validity of this survey they need to contact [Organisation Name] by email [Email Address] or by phone [Telephone Number].

NB: Data sharing if challenged – “Your landlord will, from time to time, share your personal data with third parties for “legitimate interests”. This could be transferring it to repairs contractors to carry out repairs or for research purposes such as this, to ensure they are giving the best service possible. When signing your application form or agreement, you are automatically included in this legitimate interest clause which can also be found in the data privacy statement on your landlord's website. You can however opt out of this by contacting your landlord. If you are not happy that your landlord has passed your details to us and would rather we did not contact you again, we can remove your details from system and flag this back to your landlord. I however urge you to contact them to request your details are not shared with other parties.”

Before we start, I need to make you aware that we are bound by the Market Research Society Code of Conduct. All calls will be recorded for training and quality purposes. Any information that you give us will be treated in confidence and will be used to find ways of improving the service that [Organisation Name] provides. [Organisation Name] will be able to identify you from your survey responses, are you happy to continue?

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

- ☐ Yes
- ☐ No



Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by STAR Housing?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Very Satisfied Comments	Please can you explain why you are very satisfied?	Open ended
Overall Satisfaction Neutral Comments	Overall, what could STAR Housing have done differently or better to improve your satisfaction with the service?	Open ended
Overall Satisfaction Very Dissatisfied Comments	Please can you explain why you are very dissatisfied? And what STAR Housing needs to improve?	Open ended
Well Maintained Home	How satisfied or dissatisfied are you that STAR Housing provides a home that is well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that STAR Housing provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Communal Areas?	Do you live in a building with communal areas, either inside or outside, that STAR Housing is responsible for maintaining?	Yes, No, Don't know
Communal Area Satisfaction	How satisfied or dissatisfied are you that STAR HOUSING keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Home or communal areas safe or well maintained	If you do not feel that your home (and / or communal areas) are safe and/or well maintained, please can you explain why and suggest what could be improved?	Open ended
Repairs in Last 12 Months	Has STAR Housing carried out a repair to your home in the last 12 months?	Yes, No
Repairs Last 12 Months Satisfaction	How satisfied or dissatisfied are you with the overall repairs service from STAR Housing over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Time Taken Repairs	How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Repairs	Generally, how satisfied or dissatisfied are you with the way STAR Housing deals with repairs and maintenance?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Repairs Comments	If you are not satisfied with how STAR Housing deals with repairs and maintenance, please could you explain the reason why?	Open ended
Listens and Acts	How satisfied or dissatisfied are you that STAR Housing listens to your views and acts upon them?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Keeps you Informed	How satisfied or dissatisfied are you that STAR Housing keeps you informed about things that matter to you?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know

Fairly and with Respect	To what extent do you agree or disagree with the following 'STAR Housing treats me fairly and with respect'?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
Easy to Deal With	How satisfied or dissatisfied are you that STAR Housing is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Customer Service and Communication Comments	If you are not satisfied with customer service and communications please provide more information, and what could STAR Housing improve?	Open ended
Getting Involved	STAR Housing are working on improving their resident involvement offer, would you be interested in getting more involved and helping STAR Housing to shape their services?	Yes, No
Internet Access	Does you or your household have access to the internet?	Yes, No
Internet Access Method	How do you or your household access the internet (tick all that apply)?	Home broadband, Mobile Internet via Smart Phone, Public access - e.g. Libraries, Community Centres, etc., Other (please specify)
Contribution To Neighbourhood	How satisfied or dissatisfied are you that STAR Housing makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Approach to ASB	How satisfied or dissatisfied are you with STAR Housing's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Complaints in Last 12 Months	Have you made a complaint to STAR Housing in the last 12 months?	Yes, No
Complaints Handling	How satisfied or dissatisfied are you with STAR Housing's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Complaints Comments	Please can you explain why you have given this score?	Open ended
Complaint Type	What was your complaint related to?	Repairs service, Property condition, ASB, Communal areas or repairs, Damp and mould, Staff or contractor attitude, Communication, Tenancy matters, Rent or service charge matters, Other (please specify), Unknown
Complaint Route	How did you make your complaint? If you have gone through more than one route, please tick all that apply	Telephone call to the contact centre, Email to the contact centre, To a housing officer, Via the website, In writing, Complaints procedure, Through a legal representative, To a regulatory body, e.g. Housing Ombudsman, Other (please specify)
Complaint Resolution	Has your complaint now been resolved?	Yes - I am happy with the resolution, Yes - I am not happy with the resolution, No - complaint is still ongoing, No - my landlord has not acknowledged my complaint
Complaint Stage Resolution	What stage in the complaints process did your complaint reach?	Stage 1, Stage 2, Expression of dissatisfaction or Service request or informal complaint, Not sure / don't know
Complaint Went Well	What went well about the way your complaint was handled?	Open ended

Improve Complaint Handling	How could your landlord improve the way it handles complaints? Tick all that apply	Improve communication / keep me updated, Improve internal communication (communication between teams), Listen more, Better attitude of staff to complaints, Be more proactive in resolving my complaint, Make it clearer how to make a complaint, Make it easier to make a complaint, Acknowledge complaints, N/A, Other (please specify)
NPS	How likely would you be to recommend STAR Housing to other people on a scale of 0 - 10, where 0 is not at all likely and 10 is extremely likely?	Not at all likely 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 extremely likely
One thing improve	If STAR Housing could do ONE thing to improve its services, what would you like it to be?	Open ended
Future Contact	If you were contacted again in the future and asked to take part in another survey, what is your preferred method for taking part?	Telephone call, Postal questionnaire, Email with link to online survey, Text with link to online survey, Not sure
Permission 1	The results of this survey are confidential. However, would you be happy for us to give your responses to STAR Housing with your name attached so that they have better information to help them improve services?	Yes, No
Permission 2	Would you be happy for STAR Housing to contact you to follow up on any of the comments or issues you have raised?	Yes, No

